

Day 1 October 2, 2008

12:00 P.M.	GOLF EVENT
5:00 P.M.	REGISTRATION OPENS/EXHIBIT HALL OPENS/RECEPTION
7:00 P.M.	DINNER WITH BOB ARNO, WORLD'S GREATEST PICKPOCKET

Golf Event

Join fellow retailers, loss prevention professionals and law enforcement representatives at the first-ever VRLPC Golf Outing held at Broad Bay Country Club. Located just minutes from the Wyndham Hotel, the 18-hole Virginia Beach course features 6,135 yards of golf from the longest tees for a par of 70. The course rating is 69.3 and it has a slope rating of 116. Participants will receive golf, cart, goodie bag and box lunch. Please indicate your handicap when registering (or who should be in your foursome).

2008 Exhibitors

The exhibit hall will house up to 16 vendors who specialize in security as well as loss prevention tools and security.

Reception

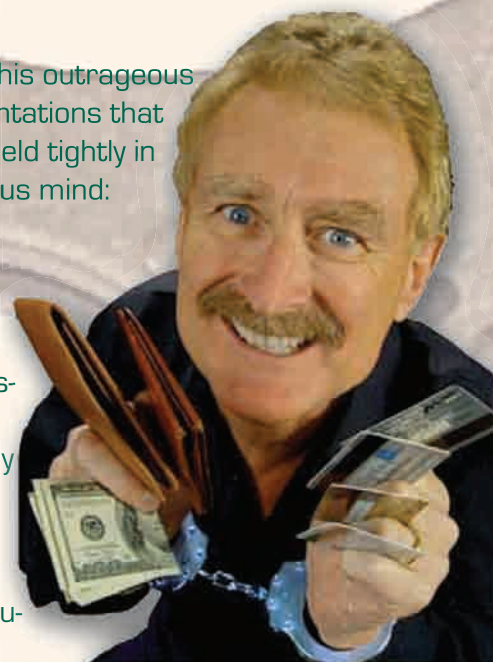
While visiting vendors in our exhibit hall, enjoy a wide variety of beverages at our cash bar from 5:00 p.m. - 7:00 p.m.

Keynote Bob Arno - World's Greatest Pickpocket *Secrets of the Steal Business*

Bob Arno artfully blends the comedy and tragedy of thievery in his outrageous presentation, *Secrets of the Steal Business*. He sets up confrontations that push buttons, poke fun, and provoke the gut reactions usually held tightly in check. He touches on themes that haunt and intrigue the curious mind: treachery, risk-taking, dishonesty, and dangerous pursuits.

As a comedy pickpocket performer, his career spans 30 years of success on four continents. He delivers some of the longest sustained laughter in corporate show business—guaranteed hysteria. Yes, Bob is “LOL” funny, but he also delivers a gripping reality. His presentations are thought-provoking, timely, and deeply absorbing.

Bob's show-and-tell keynote presentation, *Secrets of the Steal Business*, is a powerful corporate edutainment experience, regularly praised as “fascinating,” “educational,” and “invaluable.”



Day 2 October 3, 2008

7:00 A.M.	REGISTRATION OPENS/ EXHIBIT HALL OPENS/ CONTINENTAL BREAKFAST
8:00 A.M.	BEST PRACTICES ROUNDTABLES (TABLE 1.1)
8:30 A.M.	WELCOME/ORC BILL PRESENTATION
8:45 A.M.	MOCK ROBBERY
9:45 A.M.	BREAKOUT SESSION I (TABLE 1.2)
10:50 A.M.	BREAKOUT SESSION II (TABLE 1.3)
12:00 P.M.	LUNCH/RETAIL THIEVES FASHION SHOW®
1:30 P.M.	CLOSING REMARKS

ORC Bill Presentation

Organized Retail Crime (ORC) costs retailers \$40 billion annually. Legislation introduced by Rep. Bobby Scott (D-VA) and others makes a Federal crime of selling stolen merchandise at flea markets, pawn shops, swap meets and on the Internet. Learn more about these advancements from Food Marketing Institute Director of Government Affairs Ty Kelley and celebrate the strides being made by the retail industry.

Mock Robbery

Fortunately, robberies don't happen every day. But when they do, they can put employees' and customers' lives at risk. Mock robberies are conducted to give employees the feel of a real robbery.

During the Mock Robbery demonstration you will experience the feeling of a real robbery. In addition, you will learn about the profiling of businesses and why your business may look like an easy target. Plus, learn policies and procedures necessary for every business and the importance of training your employees regarding robbery.

Retail Thieves Fashion Show

Have you ever wondered where shoplifters are stashing their stolen goods? Have you ever wondered how they possibly get away with it?

We will demonstrate the everyday, but strange techniques shoplifters are using to steal merchandise, from baby strollers to “crotch-walking.” You'll be amazed at what people will do to walk out of your store without paying. We'll show you how it's done, what to look for, and how to prevent shoplifters in your store.

Best Practice Roundtables/Breakout Sessions

Table 1.1	
Roundtables Topics	
TILL-TAPPING & SWEET-HEARTING	CUSTOMER SERVICE-THEFT
STORE POLICIES FOR THEFT	LARCENY THRESHOLD INCREASE ISSUE
THEFT STORIES	

Table 1.2
Retail Track
CPTED: CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN Carl Lee, Chesapeake Police Dept.
INTERNAL THEFT Joe Helm, Dollar Tree
Hospitality Track
RESTAURANT THEFT Larry Epplein, Virginia Espresso

Table 1.3
Retail Track
WORKPLACE ID THEFT & EMPLOYER LIABILITY Erica Scott, Equifax
EXTERNAL ORGANIZED THEFT Troy Wheeler, Orange Police Dept.
Hospitality Track
HOTEL THEFT Tony Difilippo, Norfolk Convention and Visitors Bureau

For a full description of each breakout session, please visit www.retail-alliance.com and click on the VRLPC icon. The website also features additional information about vendor registration, current participating vendors, directions to the conference and more!

Vendor Registration Form

Please fill out and mail back

Company: _____
 Address: _____
 City: _____ State: _____ ZIP _____
 Telephone: _____ Fax: _____
 Exhibit Attendee #1 _____
 Title _____
 Exhibit Attendee #2 _____
 Title: _____

Vendors will be provided with one draped exhibitor table 6" x3" with two chairs.

The exhibitor fees are as listed below:
 \$395 Retail Alliance member
 \$595 non members

Additional fee:
 \$35 electricity fee if needed

Method of Payment			
CREDIT:	AMEX	MasterCard	Visa Discover
Acct #	_____		
Expiration Date	_____	Security Code	_____
Name (As it appears on Credit Card)	_____		
Signature	_____		

NOTIFICATION: You will receive a written booth confirmation from Retail Alliance within 10 days of receipt of payment.
 AVAILABILITY: Booths are assigned on a first come/first serve basis. One booth per company.
 CANCELLATION: Please contact Retail Alliance immediately to open a spot for another exhibitor. Refunds will not be issued for cancellations after September 20, 2008.

Please make checks payable and return to:
 Retail Alliance
 500 East Plume Street, Suite 500
 Norfolk, Virginia 23510

7th Annual VRLPC

VIRGINIA RETAIL LOSS PREVENTION CONFERENCE



October 2 & 3, 2008
Wyndham Hotel & Conference Center,
Virginia Beach



sponsored by



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RETAIL ALLIANCE
 The Association for Retailing Merchants Since 1903
 500 Plume St., Suite 500
 Norfolk, VA 23510
www.retail-alliance.com

FOR SPECIALLY PRICED HOTEL ACCOMMODATIONS CALL THE WYNDHAM HOTEL! 757.428.7025

Retail Alliance presents:



Wyndham Hotel & Conference Center
 Virginia Beach Oceanfront

Thursday & Friday,
October 2 & 3, 2008

Contact Jen Webber at 757.455.9323
 or email
jwebber@retail-alliance.com



VRLPC Overview

Protecting profits ranks as one of the top concerns for retailers, unfortunately, retail theft continues to reduce the earnings of these hardworking business people. Employee theft and shoplifting, costs the retail industry billions of dollars per year. Law enforcement continues to make strides, but thieves grow more clever and persistent. Retailers who are knowledgeable about loss prevention feel more secure in their environment and better prepared to handle a theft situation. Fortunately, retailers have an advocate in safeguarding their stores and defending their industry.

Retail Alliance is the only resource in Virginia dedicated to helping retailers and businesses reduce their losses from theft. Sponsoring the oldest and most comprehensive event of its type on the east coast, Retail Alliance invites retailers to attend the Virginia Retail Loss Prevention Conference, October 2 & 3, at the Wyndham Hotel and Conference Center on the Virginia Beach oceanfront.



This year's conference is guaranteed to entertain and educate, while providing retailers with the tools they need to avoid potential theft. The highlights of this year's event include a pre-conference golf event on October 2, as well as a cocktail hour, exhibits and dinner with the wildly amusing key-note speaker, Bob Arno; the world's greatest pickpocket. The October 3 events will include breakfast, exhibits, numerous valuable seminars, Retail Thieves Fashion Show®, and a mock robbery.

Mark your calendars and save the date, with all of the unique and exciting events taking place at this year's conference, it is certainly something you do not want to miss!

Attendee Registration Form

Please fill out and mail back

Attendee Name(s) & Job Title(s)

 Organization: _____
 Address: _____

 City: _____ State: _____ ZIP: _____
 Telephone: _____ Fax: _____
 Primary Contact E-mail Address: _____

Important: Send your payment now.

Retail Alliance Members	Non Retail Alliance Members
\$125 Two Day Event	\$150 Two Day Event
\$ 95 Day 1	\$120 Day 1
\$ 90 Day 2	\$115 Day 2
\$ 75 Golf (not included in above pricing)	\$ 85 Golf (not included in above pricing)

Method of Payment

CREDIT: AMEX MasterCard Visa Discover

Acct # _____

Expiration Date _____ Security Code _____

Name (As it appears on Credit Card) _____

Signature _____

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 500 East Plume Street, Suite 500
 Norfolk, Virginia 23510